

## ABSTRACT

[0067] A system, apparatus, and method are provided for providing personalized content delivery using a content-based scheme based on user profiles comprising content subscription information. According to one embodiment of the present invention, a user may provide content subscription information via a corresponding network node. A user profile corresponding to the user may be generated using the content subscription information. The content based on the user profile may then be delivered to the user via the corresponding network node.

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